

# Exhibit K



"Richard Peddie"  
<RPeddie@mapleleafsports.co  
m>

08/22/2007 09:41 AM

To <KRitter@nhl.com>

cc

bcc

Subject RE: Very good meeting yesterday

Keith I could have gone into much more detail. I am very pumped about the entire digital thing and encouraging our people to be very aggressive and very creative. We can be your sandbox to test ideas for the entire league. And when they succeed we can help you sell them to the rest of the league. Our demographics are fine with the Leafs but they are younger on both TFC and the Raptors. This worries me longer term. I believe that the Leafs and the NHL need to appeal to the younger demo through technology.

Richard

-----Original Message-----

From: KRitter@nhl.com [mailto:KRitter@nhl.com]  
Sent: Wednesday, August 22, 2007 9:37 AM  
To: Richard Peddie  
Subject: Re: Very good meeting yesterday

That means a lot - thanks very much. It's made a lot easier by the great folks you have on your team supporting the effort.

Keith Ritter  
President, NHL ICE  
Senior VP, Business Development  
The National Hockey League

212-789-2134

"Richard Peddie"

<RPeddie@maplelea

fsports.com>

To

<gbb602@nhl.com>,  
<bdaly@nhl.com>,  
08/22/2007 09:28 <kritter@nhl.com>,

AM

<EHorne@nhl.com>,

<jcollins@nhl.com>

cc

"Tom Anselmi"

<TAnselmi@mapleleafsports.com>,

"Chris Hebb"

<chebb@mapleleafsports.com>

Subject

Very good meeting yesterday

I told some of you individually but wanted all of you to know that we think the work you are doing in the digital area is really market leading. It is also a nice blend between the league and the local team. We promise you that the Leafs will work closely with your teams as we want to be a leader in this area.

Richard

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